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For Immediate Release

Know Where Know Why Fact Sheet

SALT LAKE CITY– UDOT today announced its list of the top 30 statewide summer construction projects as part of its “Know Where, Know Why” campaign. The following is information about the 2009 construction season and the communications campaign:

- UDOT has more than 280 work zones throughout the state representing one of the biggest construction years ever.
- The Know Where Know Why campaign works to proactively communicate with the driving public. The effort includes the following tactics:
 - Web site – An interactive map that identifies the locations of the 30 most significant projects is now live at UDOT.Utah.Gov. When users scroll their mouse over each project area, up-to-date information appears regarding the project including when construction is scheduled, the expected traffic delays and the end result or benefit of the project.
 - UDOT’s 2009 Road Construction Guide – The guide, which incorporates the same information as the Web site, is available at 200 SUBWAY restaurants statewide as well as more than 800 hotels, motels, rental car companies, travel and tourism bureaus and visitor’s centers.
 - Texting – New for 2009, the public can text the word “UDOT” to 83043 to subscribe to receive weekly updates.
 - Traffic Concierge – UDOT is distributing a weekly e-mail to lodging properties statewide called the Traffic Concierge. This program helps the front desk staff to provide guests with information and alternate routes when giving directions.
 - Radio – UDOT is sponsoring traffic segments on a variety of stations to provide additional information about significant construction projects leading into holiday or peak travel weekends, as well as prior to the start of major projects that that will affect commuters.

By knowing where projects are occurring and the reason for each project, UDOT believes Utah motorists will reduce delays and stress, whether commuting to work or going to one of Utah’s many popular vacation areas.

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